



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 1140.1F
N96
28 MAY 04

COMNAVCRUITCOM INSTRUCTION 1140.1F

From: Commander, Navy Recruiting Command

Subj: PROMOTIONAL ITEMS PROGRAM

1. Purpose. To establish policies, responsibilities, and procedures for the direct distribution, replenishment, and requisitioning of the Recruiting Aid Devices (RADS) and PROMotional Items (PROMOS).

2. Cancellation. COMNAVCRUITCOMINST 1140.1E.

3. Background. This instruction establishes policies and procedures for the direct distribution, replenishment, and requisitioning of RADS and PROMOS produced or acquired by the Commander, Navy Recruiting Command. RADS and PROMOs represent an advertising budget. They must be safeguarded in the same manner as other government property. They have a limited appropriate use to be judicially distributed to prospects and centers of influence.

4. Policy

a. Recruiting Aid Devices (RADS)

(1) Public and internal display of recruiting devices will be maintained in accordance with the highest standards of the United States Navy.

(2) New RADS or major revisions to current RADS will normally be distributed as an initial distribution to all pertinent account holders (NAVCRUITDISTs, NAVRESCRUITAREAs and NAVCRUITSTAs). Replenishment is accomplished via Quarterdeck Website (Recruiter Tools).

(3) RADS will not be reproduced without authorization and reproduction instructions from COMNAVCRUITCOM N95.

(4) Where appropriate, joint active and reserve recruiting material and/or logos will appear in RADs. Any RADs made redundant by this effort will be eliminated. Additionally, when possible, PROMotional shall either contain both reserve and active recruiting logos or a generic Navy logo.

b. PROMotional Items (PROMOS)

(1) Using PROMotional items, such as sports bottles, lanyards and coffee mugs, in support of Navy Recruiting, has proven to be an effective method of increasing Navy awareness. To ensure maximum cost efficiency, PROMotional items are procured centrally by Navy Recruiting Command Headquarters based on goals. Allocation, of items, is based upon market share and inventory availability. The exact dollar amount will be determined annually by COMNAVCRUITCOM. This total amount will be funded by the Headquarters advertising budget and will be retained by COMNAVCRUITCOM N9. This budget will be subject to adjustments in the event of advertising budget changes.

(2) COMNAVCRUITCOM N96 will compile a list of authorized PROMotional items annually and they will appear on the Quarterdeck. PROMotional items will be requisitioned on a quarterly basis and will be warehoused in Millington in order to process and fulfill orders as they are received via Quarterdeck.

(3) PROMOs include low-cost advertising specialties to higher priced premium items. They must be expended judiciously and wisely, in a manner that directly enhances the recruiting mission. PROMotional items shall not be given to active duty members or federal employees. They may only be given to prospective recruits or those who may influence prospective recruits. These items are to be used during Area Canvassing (i.e.) as an icebreaker, to enrich relationships with influencers, or for specific help in mission accomplishment. Do not put large numbers of PROMOs on a recruiting table. Don't let anyone just walk up and take items without engaging them in conversation about the many opportunities in today's Navy. Care and sensitivity to the investment made is imperative for the continued use of these items.

(4) Providing PROMotional support for special events will be considered by N9 if:

(a) A NAVCRUITDIST/NAVRESCUITAREA sponsors the event complete with recruiters and the event is a valid recruiting function supported by the NAVCRUITREG/NAVRESCUITAREA Commander. Or

(b) For non-recruiter supported events the Commanding Officer of the sponsoring organization sends a written request to N9 via N96 indicating what/when the event is, who and in what numbers will attend and what Navy Recruiting has to gain from supporting the event (i.e. Return On Investment (ROI)). In all cases, N9 shall consider expected ROI of the event and whether the budget is available to support it.

(5) Delayed Entry Program (DEP) awards, T-shirts, ball caps and shower bags are not normally part of the PROMotional Items Program and are handled and distributed to the MEPS by COMNAVCRUITCOM N96. Every MEPS has an account and must order the DEP items required on a monthly basis via Quarterdeck. Sweat Suit and Polo Shirts will be ordered only by the Logistics Support Officer (LSO) and be issued to NAVCRUITDIST DEP Coordinator only when accompanied by a COMNAVCRUITCOMINST 5303.1J. LSO will send monthly inventory to the Recruiter Store at the end of each month.

c. Where appropriate, joint active and reserve recruiting material and/or logos will appear in RADs. Any RADs made redundant by this effort will be eliminated. Additionally, when possible, PROMotionals shall either contain both reserve and active recruiting logos or a generic Navy logo.

d. Account Holders

(1) Only account holders will be authorized to order PROMotional items, and accounts will be set-up at the discretion of N9. LSOs are the account holders for NAVCRUITDIST/NAVRESCUITAREAs and NAVCRUITREGs/NAVRESCUITREG and are the single POC for command orders. In the absence of the LSO, NAVCRUITDISTs/NAVRESCUITAREAs may designate an alternate in writing. Copies of these letters will be forwarded to N96 for filing.

(2) Additional accounts must be approved by N96 and may be set up by calling (901) 874-9405/9399/7636.

e. RAD Initial Distribution. When a new RAD is published or a major revision has taken place to a current RAD, initial distribution will be made directly from the printer to the

appropriate account holders. The remaining stock is stored at the Navy Recruiter Store.

f. Replenishment Requisitioning of RADS and PROMOS

(1) RAD and PROMO requisitions may only be submitted via Quarterdeck, and will not be issued without a requisition. This is the only way to ensure historical data is stored, inventory adjustments are performed, and accountability maintained. An account holder is able to place one order every 30-day period. There can be exceptions (i.e. special events), but special orders must be justified in writing and approved by the account holder's chain of command before RADs and PROMO items will be issued.

(2) Each account holder must ensure that all orders contain the proper NAVCRUITSTA ID number, current address (no P.O. Boxes) and zip code. If your address is found to be incorrect, your account will be locked until changes have been made. The Chief Administrator shall ensure the Personnel Status Report (PSR) correctly reflects the address number of recruiters assigned.

(3) When placing an order, go to the Quarterdeck/ Recruiting Tools/RADS then enter catalog. You will only view the items that are tailored to your department (i.e. Enlisted, OPO, etc.). A maximum order statement will appear while hovering over the "add" button. This will give you maximum order limit; this does not show per recruiter limit. When requesting each item place the amount and click on the "add" button. When completed click "view cart" button, then "finalize" button (making sure mailing information is correct). Order confirmation will automatically be sent to the customer upon completion of the order on the Quarterdeck. The account will be frozen for 30 days upon completion of order.

(4) An order will be processed within three working days of receipt and shipped via UPS. Once the order is packed and shipped, the customer will receive confirmation via e-mail along with a UPS Tracking Number hyper-link. If the shipment has not been received within five to seven working days, use the hyperlink to learn the status of the package. Once you have received your package, you will find the original approved order accompanying the package(s) so you may confirm the contents.

g. Utilization. It is essential that PROMOS and RADS are used wisely and only for their intended purpose. Planning ahead

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and saving this precious commodity will assure you have enough to support your events. Your order will be filled as inventory allows. If an item is removed from the catalog that may mean the Recruiter Store is temporarily out of stock, and as soon as stock is replenished it will re-appear on its respective catalog. If you have questions, please contact N96 at (901) 874-9405.

/s/

J. L. FOWLER

Distribution:

COMNAVCRUITCOMINST 5216.2U

List I (A, B and C only), IIA, IIIA